Test Kitchen Blog Requirements

FTT's blog has 4 major sections

1. Images
2. Blog Post
3. Recipe
4. Schema

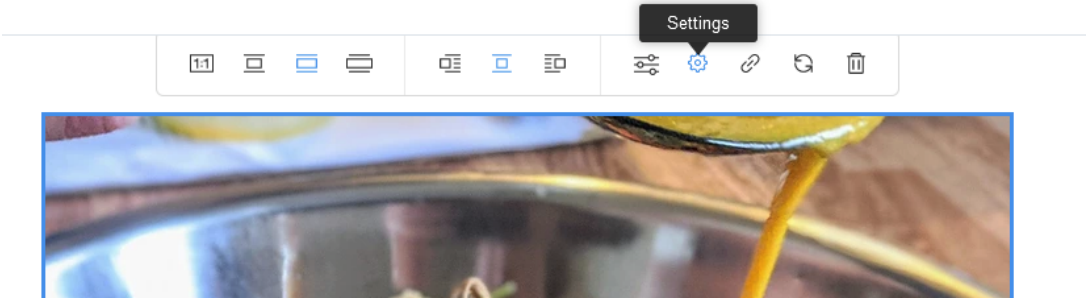
Images

Requirements

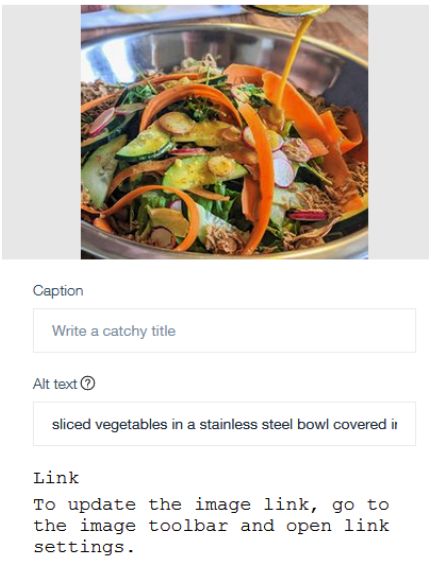
- ❏ Min 5 photos, 2 photos must be used to describe steps in the recipe, 1 photo must be a "hero" shot featuring a FTT
- ❏ Must be 2160p or less
- ❏ Descriptive file names (img_0918.jpg is unacceptable)
- ❏ Add alt description for accessibility/SEO (100 characters max)

How to add alt description (FYI: alt text is included in text to speech for visually impaired folks)

1. Add the photo to recipe in the blog, click on settings



2. Add the alt text under "alt text"



Blog Post

- ❏ Min 500 words
- ❏ Ideal is 800-1200 words
- ❏ Link to Forge to Table Products mentioned in the recipe
- ❏ Use generic names for products (chef's knife, nakiri knife, vegetable knife, etc)
- ❏ Avoid writing "Forge To Table" in the recipe; you're writing from the company's perspective. Write "our" or "us". (this is also a weird SEO thing)
- ❏ Top searched recipes on Google are over 1000 words

Tips for reaching word count:

- Detail complex steps of the recipe within the description instead of writing it in a recipe step. Remember, your actual recipe steps might be read by a smart speaker
- Write in length about a certain technique you used while creating the recipe

Recipe

- ❏ Use Schema Markup to see which parts of the recipe you need to add to the recipe blog
- ❏ Write a good recipe
- ❏ See Alex if you want trending recipe ideas

SCHEMA MARKUP

Do you want your recipe to be read from a smart speaker? Show up as a top result on google? You must use a schema! Schema is a code for structured data used on Google to generate those handy top of page results.

Schema Generator: https://technicalseo.com/tools/schema-markup-generator/
Structured Data Test: https://search.google.com/structured-data/testing-tool/u/0/
Example: Honey and Bee Pollen Salad

Text in **BOLD** is also required to add to the recipe blog. It is easiest if you write out the recipe in the blog first then copy and paste it into the schema generator.

TITLE: 15-40 Characters

DESCRIPTION: 150-160 Characters

KEYWORDS: Additional description, separate with comma between keywords

IMAGE URL: To add the image url, add it to the recipe blog, preview, then copy the "image url location", paste it into schema generator

CREATOR: Your Name

DATE PUBLISHED: the date the recipe will be published

PREPARATION TIME: Est. prep time

COOKING TIME: even if there is no real "cooking time", it won't accept "0". Min # is "2"

TOTAL TIME: Automatically filled

CATEGORY: See drop down menu

CUISINE: Broad category. If it's multiple cuisines just write "fusion"

SERVINGS: min number is 1 (bc duh)

INGREDIENT: Separate line for each ingredient. Recipe can have separate categories for ingredients. For the schema it needs to be one single list

NUTRITION: If you know the values, add them. If you don't, ignore

STEP TEXT: These are the general instructions for your step.

STEP NAME: You have to give each step a name like "Toss the Salad" "Prepare the Veggies" "Cook a whole ham" etc

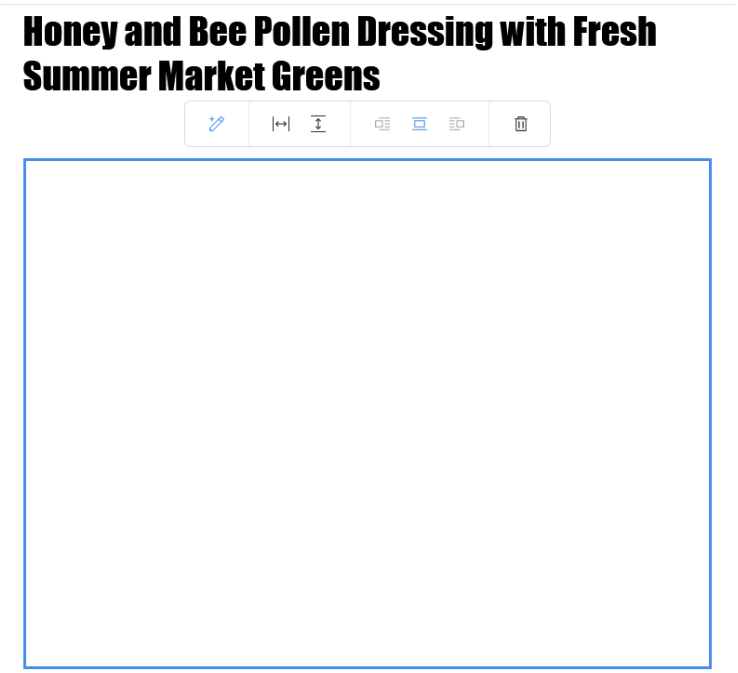
(OPTIONAL) STEP URL/IMAGE: if you have a picture related to a step, add it here
IGNORE THE REVIEW SECTION

How to add schema to site

1. Generate the schema markup according to instructions above
2. At the top of the *Body* of the blog, "Insert HTML Code"

3. Copy the script and paste it into HTML Code, CLICK SAVE

4. When you are done it will look like this:



5. When you preview, there will be a slight gap between the title and first image of the blog.